

**RFP-9-78**  
**Advertisement Services**  
**for the**  
**Indiana Bureau of Motor Vehicles (BMV)**  
**Pre-Proposal Conference**  
**May 22, 2009**  
**1:30 p.m. - 2:30 p.m., ET**  
**Indiana Government Center Conference Room 19**  
**402 W. Washington Street**  
**Indianapolis, IN 46204**

Please note that the public must enter Indiana Government Center buildings through a designated public entrance. The public entrance to Indiana Government Center South is located at 302 West Washington Street (the eastern-most Washington St. entrance). This entrance will be equipped with metal detectors and screening devices monitored by Indiana State Police Capitol Police. Passing through the public entrance may take some time. Please be sure to take this information into consideration when planning your trip to the Indiana Government Center.

**Contacts:**            **Shelley Harris, IN Department of Administration**  
                              **[sharris@idoa.in.gov](mailto:sharris@idoa.in.gov)**  
                              **317-233-3105**

**Charles Hill, Minority & Women Owned Business**  
                              **[chahill@idoa.in.gov](mailto:chahill@idoa.in.gov)**  
                              **317-233-0545**

**Scope of Work**

The BMV is accepting proposals for the placement of advertisements in the printed and online versions of the 2010 Indiana Driver's Manual. The annual publication run is 500,000 copies. It is distributed through BMV's 140 license branches, driver education schools, high schools, truck driver education programs, and other service partners. The online version is also available to the 2.7 million annual visitors to BMV's Web site and the Web sites of more than 325 BMV service partners.

### Publication Date

The 2010 manual will be distributed beginning in the Fall, 2009 and will continue through 2010.

### Available Pages

- Inside the front cover
- Inside the back cover
- Outside back cover
- A center spread may be available

Respondent may propose to advertise on one or more pages available. BMV will consider all appropriate responses. Final selection by BMV will include the most advantageous offers proposed.

### Color

All, except the center spread, are full color. Any center spread would be black and white.

### Finished Size

The size of all ads, except the center spread, are 5  $\frac{1}{2}$ " wide by 8  $\frac{1}{2}$ " tall with a full bleed. The center spread size, if offered, is negotiable. The maximum size for the full layout is 11" inches wide by 8  $\frac{1}{2}$ " inches tall with a one-half inch border.

Proposal responses should include the following:

- Identify page(s) to for bid. Include dollar amount bid for that page.  
Here is a sample format:

Inside Front Cover	\$ xx,xxx
Inside Back Cover	\$ xx.xxx
Outside Back Cover	\$ xx,xxx
Center Spread (if available)	\$ xx,xxx

- Include contact name, email address, phone number and postal mailing address

Proposals will be reviewed by the BMV. The proposal should include an example of the ad that would be placed in the driver's manual. BMV reserves the right to reject any proposal based upon the content, messages and images in the advertisement and has final approval of all advertisements that are published.

#### Intellectual Property

Respondents agree and understand any intellectual property, including photographs, graphics and text published in the driver's manual or on the BMV website are the sole and exclusive property of BMV.

All questions/inquiries regarding this RFP must be submitted in writing by the deadline of **3:00 p.m. Eastern Time on May 27, 2009.**

Questions/Inquiries may be submitted via fax **(317-234-1281)** or email [rfp@idoa.IN.gov](mailto:rfp@idoa.IN.gov) and must be received by Procurement Division by the time and date indicated above.

All proposals must be received at the address below by the Procurement Division no later than **3:00 p.m. Eastern Time on June 8, 2009.**

### **Secretary of State**

If awarded the contract, the Respondent will be required to be registered, and be in good standing, with the Secretary of State. The registration requirement is applicable to all limited liability partnerships, limited partnerships, corporations, S-corporations, nonprofit corporations and limited liability companies. The Respondent must indicate the status of registration, if applicable, in this section of the proposal.

### **Department of Administration, Procurement Division**

Additionally, respondents must be registered with the IDOA. This can be accomplished on-line at <http://www.in.gov/idoa/2464.htm>.

The IDOA Procurement Division maintains two databases of vendor information. The Bidder registration database is set up for vendors to register if you are interested in selling a product or service to the State of Indiana. Respondents may register on-line at no cost to become a Bidder

with the State of Indiana. To complete the on-line Bidder registration, go to <http://www.in.gov/idoa/2464.htm>.

Problems or questions concerning the registration process or the registration form can be e-mailed to Amey Redding, Vendor Registration Coordinator, [aredding@idoa.in.gov](mailto:aredding@idoa.in.gov), or you may reach her by phone at (317) 234-3542.

## **INDIANA ECONOMIC IMPACT**

All companies desiring to do business with state agencies must complete an "Indiana Economic Impact" form (Attachment C of the RFP). The collection and recognition of the information collected with the Indiana Economic Impact form places a strong emphasis on the economic impact a project will have on Indiana and its residents regardless of where a business is located. The collection of this information does not restrict any company or firm from doing business with the state.

## **BUY INDIANA INITIATIVE/INDIANA COMPANY**

It is the Respondent's responsibility to confirm its Buy Indiana status for this portion of the process. If a Respondent has previously registered its business with IDOA, go to <http://www.in.gov/idoa/2464.htm> and click on the link "Bidding on State Contracts" then "Bidder Registration." After accessing the system by the link "Update Your Bidder Registration Profile", click the tab titled Buy Indiana. Click the tab titled Buy Indiana. Select the appropriate category for your business. Respondents may only select one category. Certify this selection by clicking the check box next to the certification paragraph. Once this is complete, save your selection and exit your account.

Respondents that have not previously registered with IDOA must go to <http://www.in.gov/idoa/2464.htm> and click on the link to register. During the registration process, follow the steps outlined in the paragraph above to certify your business' status. The registration process should be complete at the time of proposal submission.

### **Defining an Indiana Business:**

"Indiana business" refers to any of the following:

- (1) A business whose principal place of business is located in Indiana.
- (2) A business that pays a majority of its payroll (in dollar volume) to residents of Indiana.
- (3) A business that employs Indiana residents as a majority of its employees.

Respondents claiming this status must indicate which of the provisions above qualifies them as an Indiana business. They must also fully complete the Indiana Economic Impact Form (Attachment C) and include it with their response.

The following is the policy concerning items 4 & 5 described below. Appropriate documentation must be provided with your proposal response supporting either claim made below:

- (4) A business that makes significant capital investments in Indiana.
- (5) A business that has a substantial positive economic impact on Indiana.

### **Substantial Capital Investment:**

Any company that can demonstrate a minimum capital investment of \$5 million or more in plant and/or equipment or annual lease payments of \$2.5 million or more shall qualify as an Indiana business under category #4. If an out of state company does not meet one of these criteria, it can submit documentation/justification to the State for review for inclusion under this category.

### **Substantial Indiana Economic Impact:**

Any company that is in the top 500 companies (adjusted) for one of the following categories: number of employees (DWD), unemployment taxes (DWD), payroll withholding taxes (DOR), or Corporate Income Taxes (DOR); it shall qualify as an Indiana business under category #5. If a Respondent

needs assistance in determining if its business qualifies under this criterion, please send an email inquiry to [buyindianainvest@idoa.in.gov](mailto:buyindianainvest@idoa.in.gov) and you will receive a response within forty-eight (48) hours. If an out of state company does not meet one of these criteria, it can submit documentation/justification to the State for review for inclusion under this category.

### **Minority & Women Owned Business (MWBE) Enterprise Participation Information**

(Complete details can be found in Section 1.21 of the RFP and on Attachment A of the RFP)

- The established goals for this RFP will be 8% minority business and 8% women owned business
- Proposed MWBEs must be certified with the State of Indiana and must meet the following criteria:

Must be listed on the IDOA Directory of Certified Firms

Each firm may only serve as once classification – MBE or WBE

A Prime Contractor who is an MBE or WBE must meet subcontractor goals by using other listed certified firms. Certified Prime Contractors cannot count their own workforce or companies to meet this requirement.

Must serve a commercially useful function - The firm must serve a value-added purpose on the engagement

Must provide goods or service only in the industry area for which it is certified as listed in the directory at <http://www.in.gov/idoa/2352.htm>

Must be used to provide the goods or services specific to the contract

National Corporate Diversity Plans are generally not acceptable

- \* Attachment A (MWBE Enterprise Subcontractor Commitment Form must be submitted.

This form needs to be very specific.

Must include the total bid amount, sub-contract amount and percentage, description of the services to be provided by the

proposed subcontractor and estimated time frame for the use of their services.

\* Commitment Letters

These must be provided by the subcontractors on their company letterhead.

Letters must reference and match the subcontract amount as stated on Attachment A and will include the description of services and/or goods to be provided and the approximate date of work to be performed by the proposed subcontractor.

The MWBE Vendor Directory can be found at  
<http://www.in.gov/idoa/2352.htm>